

**REQUEST FOR PROPOSALS
FOR CONSULTANT SERVICES to
American Lung Association
For Clean Air Partnership
Federal project CMAQ-5401(715)**

American Lung Association

1118 Hampton Ave

St. Louis, MO 63139

March 6, 2015

Request for Proposals

for

Public Relations, Media Outreach, and Social Media Consultant Services to

American Lung Association for Clean Air Partnership

American Lung Association for Clean Air Partnership (CAP) in a one-year public relations and education campaign, with an option to extend to up to a maximum of four years, on the benefits of public transportation in order to awareness about air pollution and behavior change to reduce air pollution. The program will include social marketing, email outreach, media outreach, promotional events, some marketing and other general outreach.

Work products will include plans for year round campaigns in 2015, press releases, website updates, community wide campaigns and station specific planning activities, employer driven outreach and focus, editing and creation of promotions and related materials.

Proposals are due on March 23, by 3pm. local time to the following address:

“Clean Air Partnership Program”

c/o Susannah Fuchs

Director, Clean Air

American Lung Association

1118 Hampton Ave

St. Louis, MO 63139

Late proposals will be returned unopened. 2 printed copies and one electronic copy in *.pdf format on a CD of the proposal should be enclosed along with a letter from a firm principal committing the proposal for a minimum of ninety (90) days. Faxed proposals or proposals submitted with an inadequate number of copies will not be accepted.

Supplemental information and answers to questions will be posted on the American Lung Association's website, www.lung.org/missouri

Please visit our website periodically to check for any additional information.

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Checklist for offerors:

Conflict of Interest Disclosure Statement
Affirmative Action Checklist
Letter of Intent to Perform as a DBE/SBE/WBE/MBE
DBE/SBE/WBE/MBE Participation Form
Tracking Form for DBE Firms Contacted
Certification Regarding Lobbying
Certification Regarding Debarment & Suspension
Cost/Price Form or Cost and Price Analysis for Contracts Form
Person/Hour Commitment Schedule

I. Summary

The St. Louis region continues to be rated a marginal non-attainment area for purposes of clean air standards by the Environmental Protection Agency. Awareness of air pollution and its health effects has a positive impact on behavior change leading to “green behaviors” tied to pollution precursor reduction.

ALA/CAP is undertaking a one year campaign, which may be continued and built upon for year two and three and four, which will build on the historical successes of the Clean Air Partnership.

This program will include employer outreach, public outreach and information dissemination about air pollution and lung health, community partner outreach, a community wide campaign to increase awareness and related action about air pollution and lung health, and work with existing community partners to find new and innovative ways to reduce pollution and improve air quality and reduce related lung health issues. ALA/CAP is seeking a firm to assist with these efforts in planning, executing and promoting these ideas and messaging items.

The program would include use of social marketing; email outreach; promotional events; ad promotions with established media partners, event planning and management, partner generation, and general community outreach. These will all be used to connect with city and county and neighboring county residents, and will also be used to then to evaluate actions taken and behaviors changed.

This project has a DBE goal of 0%. The project is federally funded, and, as such, is subject to meeting any and all applicable federal requirements.

II. Scope of Work

ALA/CAP is seeking a Public Relations consultant for a one year period which will be responsible for planning, executing and promoting this campaign in partnership with the ALA/CAP staff. This period can be extended for up to a total of four years.

Work products will include press releases, website updates, execution of events, and outreach programs on the following topics related to air pollution and lung health:

- Social media outreach and related behavior change promotions
- Lung health information as related to air pollution
- Additions to partners and actions taken by partners to reduce air pollution and its precursors
- Work with green business challenge leaders and members
- Other related public relations and media outreach items

Consultant will also be responsible for providing a detailed monthly update on its activities and outreach initiatives. Billing is done on a monthly basis, through a reimbursement invoicing process.

III. Content of the Proposal

Proposals in response to this request are due by March 23, 2015, 3 p.m. local time to the following address:

“Clean Air Partnership Program”

c/o Susannah Fuchs

Director, Clean Air

1118 Hampton Ave

American Lung Association

St. Louis, MO 63139

Late proposals will be returned unopened. 2 printed copies and one electronic copy in *.pdf format on a CD of the proposal should be enclosed along with a letter from a firm principal committing the proposal for a minimum of ninety (90) days.

Faxed proposals or proposals submitted with an inadequate number of copies will not be accepted. The items listed below must be addressed in the proposal. If all the items listed below are not provided then the proposal will be deemed non-responsive and will not be evaluated. In addition to the items listed below, proposers should ensure that their proposals provide all information relevant to proposal evaluation; the evaluation criteria are listed in Section IV.

A. Scope of Work. The general scope of work has been developed by the ALA/CAP staff. Proposals must indicate if the proposer is proposing on all or parts of the scope of work. Proposers must include further detail regarding specific methodologies or approach being proposed.

B. Contract Price. ALA/CAP intends to award a single, fixed price contract. Proposals must indicate the proposed price/cost of services to be provided and must include the cost for each task or milestone.

C. Person/Hour Commitment Schedule. Proposals also must include a person-hour commitment schedule for all key personnel.

D. Corporate Profile. The proposer shall provide the following information on their corporate structure, history, experience and ability:

1. Firm name and business address, including telephone number and email address of Principal.
2. Year established, (include former firm names and year established, if applicable). Identify the state in which the firm was organized or incorporated.
3. Type of ownership, and name and location of parent company and subsidiaries, if any.
4. An indication of whether the firm is registered to do business in the States of Missouri and Illinois.
5. A general description of the firm's core business and some breakdown of the percentage of total revenues generated.

E. Evidence of Appropriate Resources and Capacity. The proposer shall provide a description that effectively documents their capacity to take on the work outlined in this RFP and effectively manage the associated risk. This description shall include, but is not limited to, the following issues:

1. A summary of the proposer's current financial strength.
2. A summary of current or anticipated work commitments through the course of the contract term (estimated to be April 2015 through March 2016).
3. A summary outlining the proposer's capacity to take on and complete the work outlined in this RFP in addition to existing and anticipated commitments.
4. A summary outlining the proposer's ability to secure and retain any subcontracted resources throughout the course of the contract period.

G. Qualifications. Proposals must indicate general qualifications of the proposer(s), including subcontractors, in public relations/communications and/or other disciplines appropriate to the project, as well as specific prior experience and qualifications applicable to this project. Proposals must include a brief narrative (2 pages maximum) regarding the firm's capabilities to carry out the project, including special assets, areas of expertise, analytical tools, and data sources to which the firm has access. Proposals must also include the following:

1. Resumes (or equivalent) of key personnel to be assigned to the project including but not limited to, account management, project management, and production personnel. Experience summaries of these key individuals shall be provided. These summaries should clearly identify prior experience on similar projects in similar roles, and outline the responsibilities these individuals will have in the context of this project. Full resumes of these individuals may be included as an attachment.

2. A list of at least three (3) projects similar in scope and magnitude to the project described in this RFP that the proposing firm and/or its subcontractors have undertaken within the last three (3) years. The list should include: contract amount(s), funding source(s), description of work performed, client contact person(s), phone number(s), and email address(es). The proposer must also provide at least one (1) sample of work, in hard copy format, that is demonstrative of the type of project described in Section II of this RFP.

H. Conflict of Interest Disclosure. Actual and perceived objectivity will be an important part of successfully completing this project. All proposers must enclose with their proposal a Conflict of Interest Disclosure statement (Attachment A) that discloses (lists) all the project planning or consulting interests and/or clients who might benefit financially, directly or indirectly, now or in the future, from this project. If the proposer does not have a conflict of interest, the proposer must still include the Conflict of Interest Disclosure statement indicating that there is no conflict of interest.

I.. Affirmative Action Checklist. All proposers must complete and enclose with their proposal the affirmative action checklist attached to this Request For Proposal (Attachment B).

J. Disadvantaged Business Enterprise (DBE) Participation. ALA/CAP encourages disadvantaged, small, women-owned, and/or minority business participation. Proposers must include a DBE Participation Form in the proposal, even though the DBE participation goal is zero (0). Proposers must also document all attempts made to include DBEs on this project.

If the proposer intends to participate as a DBE or intends to hire or has hired a DBE subcontractor, then the proposer must also submit with their proposal a Letter of Intent to Perform as a DBE or an equivalent letter for each certified participant.

K. Certification Regarding Debarment and Suspension. All proposers must complete and enclose with their proposal a Certification Regarding Debarment and Suspension.

IV. Evaluation Criteria

ALA/CAP will not award the contract for this project to a proposer that it determines is not responsible. ALA's determination of a proposer's responsibility may include the following factors: experience of the offeror and its key team members and subcontractors; its and their past conduct and performance on previous contracts; and ability to execute the contract for this project properly. ALA may make the determination regarding responsibility based upon the proposer's submitted proposal, reference evaluations, a review of the offeror's financial ability, and any other information ALA requests or determines is relevant to its determination. Many of these factors may also be used in the next level of the evaluation process.

All proposals determined to be from responsible offerors and that meet the minimum RFP requirements listed in Section III will be evaluated according to the factors listed below. The factors are listed in order of priority, from greatest priority (Part A) to lowest priority (Part E). In order to receive the maximum number of points available in each category the proposal should clearly indicate how the proposer meets each factor listed below, as each relates to the project described in Section II of this RFP.

Selected proposers may be expected to appear for oral interviews. The previous clients of the proposer may also be called. ALA reserves the right to select a consultant based upon the proposal alone without conducting oral interviews.

A. Specialized and lengthy experience and technical competence of the contractor(s) and assigned personnel relative to the task requirements outlined in Section II of this RFP. 50%

1. Experience of the prime contractor(s) and subcontractor(s)
2. Experience of the project manager
3. Experience of other key personnel

B. Proposer's understanding of the scope and conditions related to the project. 20%

1. Proposer's proposed methodology and approach to the project, to include the technology and/or methods the proposer intends to use to produce the project deliverables
2. Demonstrated understanding of the proposed scope of work

3. Understanding and knowledge of Federal requirements and regulations, as demonstrated through previous work experience on similar projects that were funded with Federal grant monies or other public funding sources
4. Demonstrated understanding of regional conditions in the St. Louis Region that may affect the project
5. Overall organization and clarity of the proposal

C. Previous work experience of the project team and satisfactory accomplishment of contract responsibility, as demonstrated through references, work samples, and other required information about the contractor's and/or subcontractor's firm. 15%

1. Quality of final products
2. Ability to meet work schedules
3. Responsiveness to client input
4. Ability to work within budgeted amounts

D. Project cost & schedule of workforce commitment. 10%

1. Total project cost
2. Project schedule and timeliness of products
3. Total hours/level of assignment committed for the project manager and other key project staff

(While cost is one factor considered in the evaluation process, ALA reserves the right to select a proposal other than the one with the lowest cost.)

E. DBE/SBE/WBE/MBE Participation. 5%

1. Level of DBE/SBE/WBE/MBE participation
2. Previous work experience of a DBE/SBE/WBE/MBE contractor relative to task assignments

V. Selection Procedures

A consultant will be selected by ALA after analysis of all of the information provided in the proposals. ALA will make the award to the responsible proposer whose proposal is most advantageous to ALA. ALA reserves the right to negotiate a contract, including the scope of work with any responsible proposer or other qualified party. ALA reserves the right to select a proposal other than the one with the lowest proposed cost.

This RFP does not commit ALA to award a contract, to pay any costs incurred in the preparation of a response to this invitation, or to procure or contract for services or supplies. ALA reserves the right to accept or reject any or all of the responses received as a result of this RFP, or to cancel this request in whole or in part if it is in the best interest of ALA. Proposers shall not offer any gratuities, favors, or anything of monetary value to any officer, employee, agent, or director of ALA for the purpose of influencing a favorable disposition toward either the proposer's proposal or any other proposal submitted as a result of this RFP.

All proposals submitted under this RFP become the exclusive property of ALA. Any proprietary information submitted in response to this RFP shall be clearly marked as "Confidential–Proprietary Information." Proposers should be aware that any information submitted in response to this RFP that is not so marked, may be subject to disclosure under the Missouri Sunshine Act and/or the Federal Freedom of Information Act. ALA will handle all requests for information in regard to this RFP in accordance with the applicable federal and state statutes, and will not disclose any information submitted in response to this RFP prior to the selection and retention of a consultant unless authorized in writing to do so by the proposer or compelled to so by law or judicial decree.

VI. Nondiscrimination Requirements

The selected contractor shall not discriminate on grounds of the race, color, religion, creed, sex, national origin or ancestry of any individual in the selection and retention of subcontractors, including procurement of materials and leases of equipment. The selected contractor shall not participate either directly or indirectly in the discrimination prohibited by 49 CFR Subtitle A, Part 21.5 including employment practices.

These nondiscrimination requirements shall apply to all solicitations either by competitive bidding or negotiation made by the successful consultant for work to be performed under a subcontract, including procurement of materials or equipment. The selected consultant shall notify each potential subcontractor or supplier of these requirements relative to nondiscrimination on grounds of the race, color, religion, creed, sex or national origin or ancestry of any individual.

VII. Disadvantaged Business Participation And Equal Opportunity Provisions

This project operates with a Disadvantaged Business Enterprise Program provision (DBE) to insure that DBEs, which includes small (SBE), women-owned (WBE), minority owned (MBE), and other disadvantaged business enterprises, shall have an equal opportunity to participate in federally funded projects. DBE/SBE/WBE/MBE firms are encouraged to submit proposals as prime contractors for this project. Non-disadvantaged firms are encouraged to use DBE/SBE/WBE/MBEs as subcontractors and/or form joint ventures on this project. All DBE/SBE/WBE/MBE participation on this project will be governed by DOT rules and regulations that can be found at 49 CFR Part 26.

The term "Disadvantaged Business" means a small business concern: (a) which is at least 51 percent owned by one or more socially and economically disadvantaged individuals, or, in the case of any publicly owned business, at least 51 percent of the stock is owned by one or more socially and economically disadvantaged individuals; and (b) whose management and daily business operations are controlled by one or more of the socially and economically disadvantaged individuals who own it.

Members of the following named groups (Black Americans, Hispanic Americans, Native Americans, Asian Pacific Americans, Asian Indian Americans and women regardless of race, ethnicity or origin) and persons certified as socially and economically disadvantaged by the Small Business Administration (SBA) under the SBA Section 8(a) program will be presumed to be both socially and economically disadvantaged by the Council.

In order to be considered a DBE, WBE, or a small or minority firm, a firm must be certified and registered as a DBE, SBE, WBE, and/or MBE with the Missouri Office of Equal Opportunity, the Missouri Department of Transportation, the Illinois Department of Transportation, and/or the U.S. Small Business Administration.

VIII. E-Verify Requirements

Business entities and employers are prohibited from knowingly employing, hiring or continuing to employ illegal aliens to perform work in Missouri. Participation in the federal work authorization program E-Verify, which enables employers to electronically verify employment eligibility, is required for all public employers and business entities receiving a state contract or grant in excess of \$5,000 or a state-administered tax credit, tax abatement, or loan from the state. Participation in a federal work authorization program is an affirmative defense to an allegation that a business entity knowingly hired an illegal alien.

Additional Information

RSMo 285.530

Participation in this federal program is accomplished through the Department of Homeland Security E-Verify website. There is a tutorial of the program and a survey that must be completed.

Once the survey is completed, the electronically signed Memorandum of Understanding verifying program participation will be given. Contractors or potential contractors may also contact the Department of Homeland Security at 1-888-464-4218 for specific questions regarding the E-Verify program.

MoDOT requires any business entity entering into a contract in excess of \$5,000 to provide, on an annual basis:

- a sworn affidavit, known as the Annual Worker Eligibility Affidavit, to affirm its participation in E-Verify and
- the first page and signature page(s) of the E-Verify MOU the business has with the Department of Homeland Security (electronic signatures are acceptable indicating BOTH parties electronically signed the document).

The business entity should be able to provide the entire Memorandum Of Understanding document if requested.

IX. Additional Information

Direct inquiries regarding this RFP should be submitted to to Susannah Fuchs (Susannah.Fuchs@lung.org). In order to ensure that all potential proposers receive the same information relative to this solicitation, we will post our response to any request for supplemental information in a link on the front page of www.lung.org/missouri and on the MODOT, <http://www.modot.org> website as well.

As stated elsewhere in this document, proposals are due at ALA's office no later than 3:00 p.m. local time on March 23, 2015. After review and evaluation of the proposals, ALA may choose to identify selected proposers for oral interviews. If so, identified proposers will be notified of their selection for oral interview.

ALA intends to award a single, fixed price contract, reimbursable on a monthly basis, for this proposed work. The funding for this project is being provided through Congestion Mitigation and Air Quality funds.